

30 Second Health PSA

Students will design a 30 second PSA (Public Service Announcement) dealing with an issue that was discussed in Health Class. Students will pick their topic out of a hat and have to put together a 30 second PSA that addresses the KEY points of the topic. Students may work *individually or in pairs* and must complete this project in the time given to them in class. Students will present their PSA to the class and it will be recorded by the teacher on an iPad.

Students should include the following in their PSA:

- What their issue is.
- Why it is important to make people aware of this issue.
- 3 key facts about their issue.
- Speaking parts by both group members.
- A creative visual piece - poster, pictures, creative acting, etc.

Students will submit a google document citing where they got their information, include any script or research, and include a reflection detailing why their topic is an important issue to address.

DUE DATE :

The following is a list of items required to receive an Advanced Grade on your “What’s Your Why?” project for first semester Health class.

Creativity, Effort, Personal Touch

- Project is oozing with interesting information! The audience is frequently saying to itself, “Wow, that is amazing - I did not know that!?!” (4 points)
- Project has sufficient facts, but few stand out as new or interesting (2 points)
- Project leaves the audience wanting more information (1 point)

Project Duration:

- PSA is between 25 and 30 seconds long. (4 points)
- PSA is between 15 and 24 seconds long. (2 points)
- PSA is under 15 seconds long.. (1 point)

Information Accuracy (WI Health Std 3:3:B1):

- Information used in the project is valid, cited, accurate, and specific to the meaning of the project. (8 points)
- Information used in the project only meets a few criteria for being valid, sources aren’t all valid. (4 points)
- Information does not directly connect to the project main idea and is not from reliable sources. (1 point)

Unit Objectives - Advocacy (WI Health Stds 8:3:A3, 8:3:B3):

- A clear stance on the issue is taken and the issue is addressed as a societal issue through a creative and personal viewpoint. (8 points)
- The issue is addressed but lacks a direct personal connection or connection as a major societal issue. (4 points)
- This issue is addressed at a minimal level and the PSA does not connect it to our society. (1 point)

Group Contribution:

- The student does their equal share of the work, is an active member of the group, and takes ownership of their role in the end product. (8 points)
- The student does not do an equal share or doesn’t complete the agreed upon portion of the project. (2 Points)

Reflection:

- Reflection includes a detailed and accurate account of the sites used and explains why the topic discussed is an important health issue in our society today. (8 points)
- Reflection includes a list of sites used, cited incorrectly, and an explanation that lacks connection to the class content and/or reason why topic is important. (4 points)
- Reflection is at a basic level, includes little to no citation, and has a minimal explanation of why the topic is an issue in our society. (1 point)

A (Exceeds Mastery)	B (Mastery)	C (Near Mastery)	D (Beginning Level)	F (No Evidence)
35-40 points	25-34 points	15-24 points	10-14 points	0-9 points